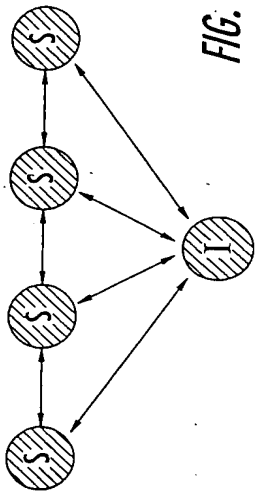
(S = STUDENT)
(I = INSTRUCTOR)
S
S
S
S
I

FIG. 1.

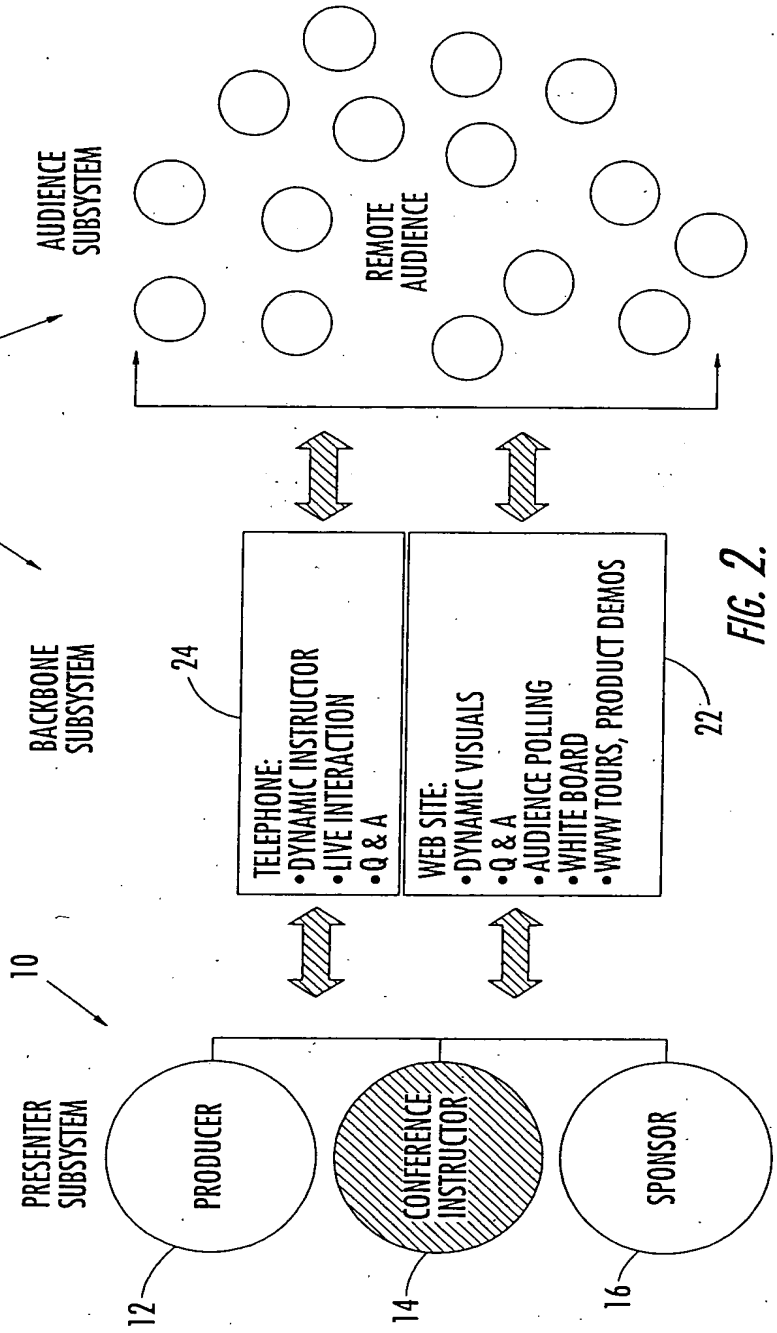
AUDIENCE SUBSYSTEM
30
REMOTE AUDIENCE
20
BACKBONE SUBSYSTEM
24
TELEPHONE:
•DYNAMIC INSTRUCTOR
•LIVE INTERACTION
•Q & A
WEB SITE:
•DYNAMIC VISUALS
•Q & A
•AUDIENCE POLLING
•WHITE BOARD
•WWW TOURS, PRODUCT DEMOS
22
10
PRESENTER SUBSYSTEM
PRODUCER
CONFERENCE INSTRUCTOR
SPONSOR
12
14
16

FIG. 2.

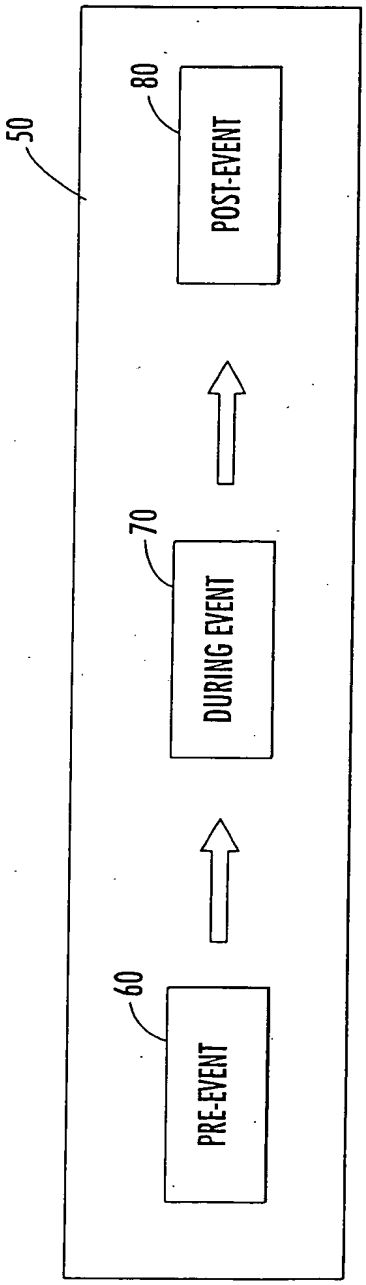

FIG. 3.

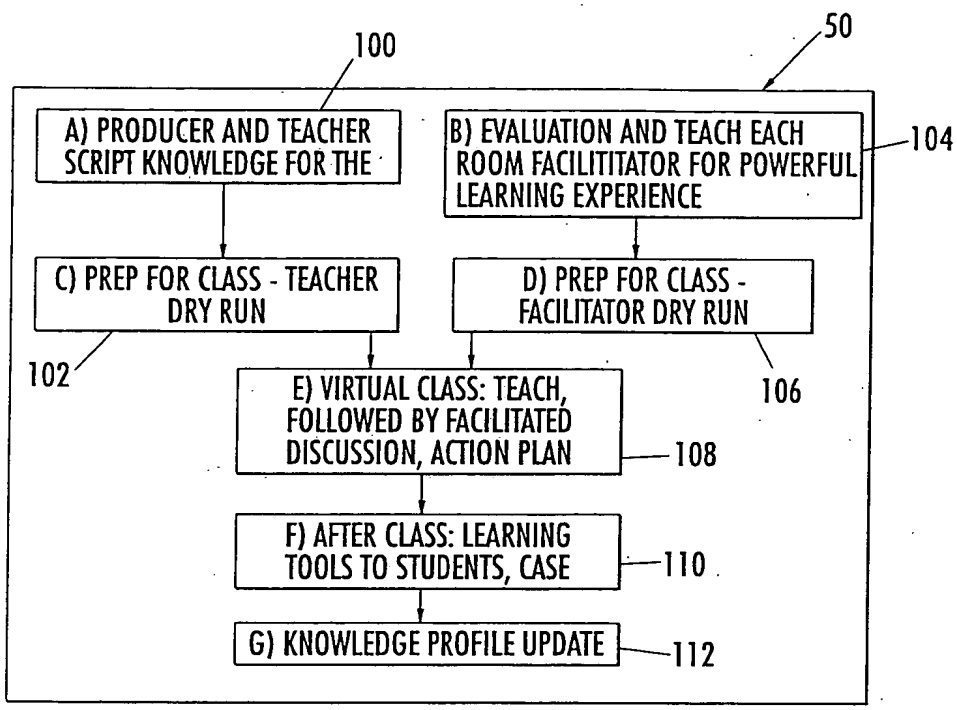
100
50
A) PRODUCER AND TEACHER SCRIPT KNOWLEDGE FOR THE
B) EVALUATION AND TEACH EACH ROOM FACILITITATOR FOR POWERFUL LEARNING EXPERIENCE
104
C) PREP FOR CLASS - TEACHER DRY RUN
D) PREP FOR CLASS - FACILITATOR DRY RUN
102
106
E) VIRTUAL CLASS: TEACH, FOLLOWED BY FACILITATED DISCUSSION, ACTION PLAN
108
F) AFTER CLASS: LEARNING TOOLS TO STUDENTS, CASE
110
G) KNOWLEDGE PROFILE UPDATE
112

FIG. 4.

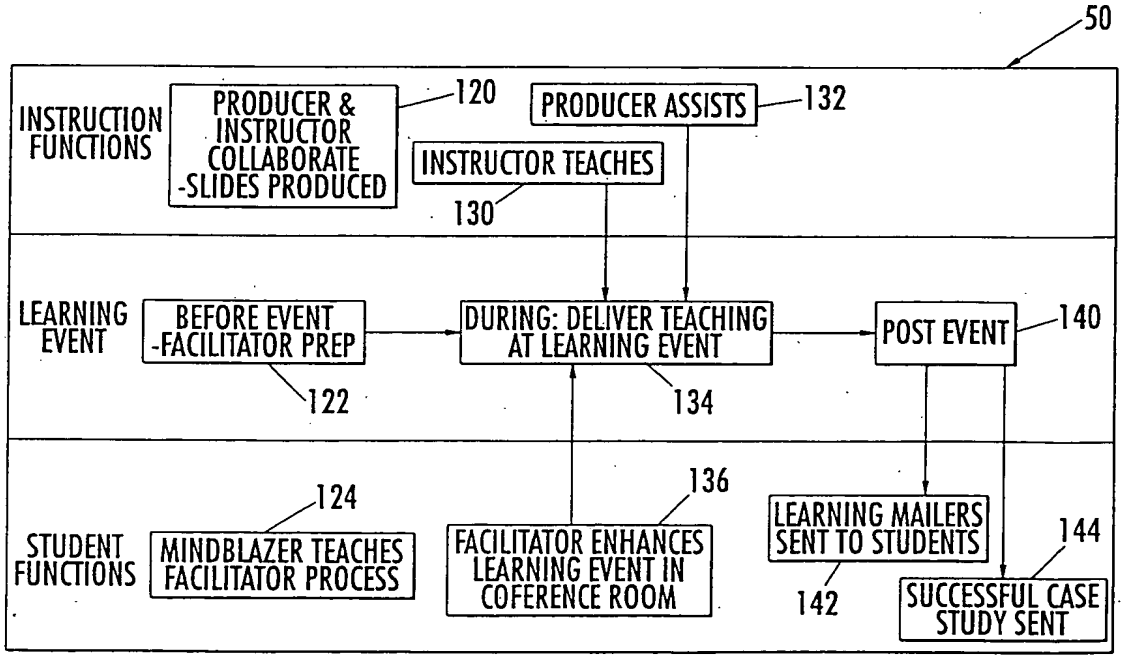
50
INSTRUCTION FUNCTIONS
PRODUCER & INSTRUCTOR COLLABORATE -SLIDES PRODUCED
120
PRODUCER ASSISTS
132
INSTRUCTOR TEACHES
130
LEARNING EVENT
BEFORE EVENT -FACILITATOR PREP
DURING: DELIVER TEACHING AT LEARNING EVENT
POST EVENT
140
122
134
STUDENT FUNCTIONS
124
MINDBLAZER TEACHES FACILITATOR PROCESS
136
FACILITATOR ENHANCES LEARNING EVENT IN COFERENCE ROOM
LEARNING MAILERS SENT TO STUDENTS
144
142
SUCCESSFUL CASE STUDY SENT

FIG. 5.

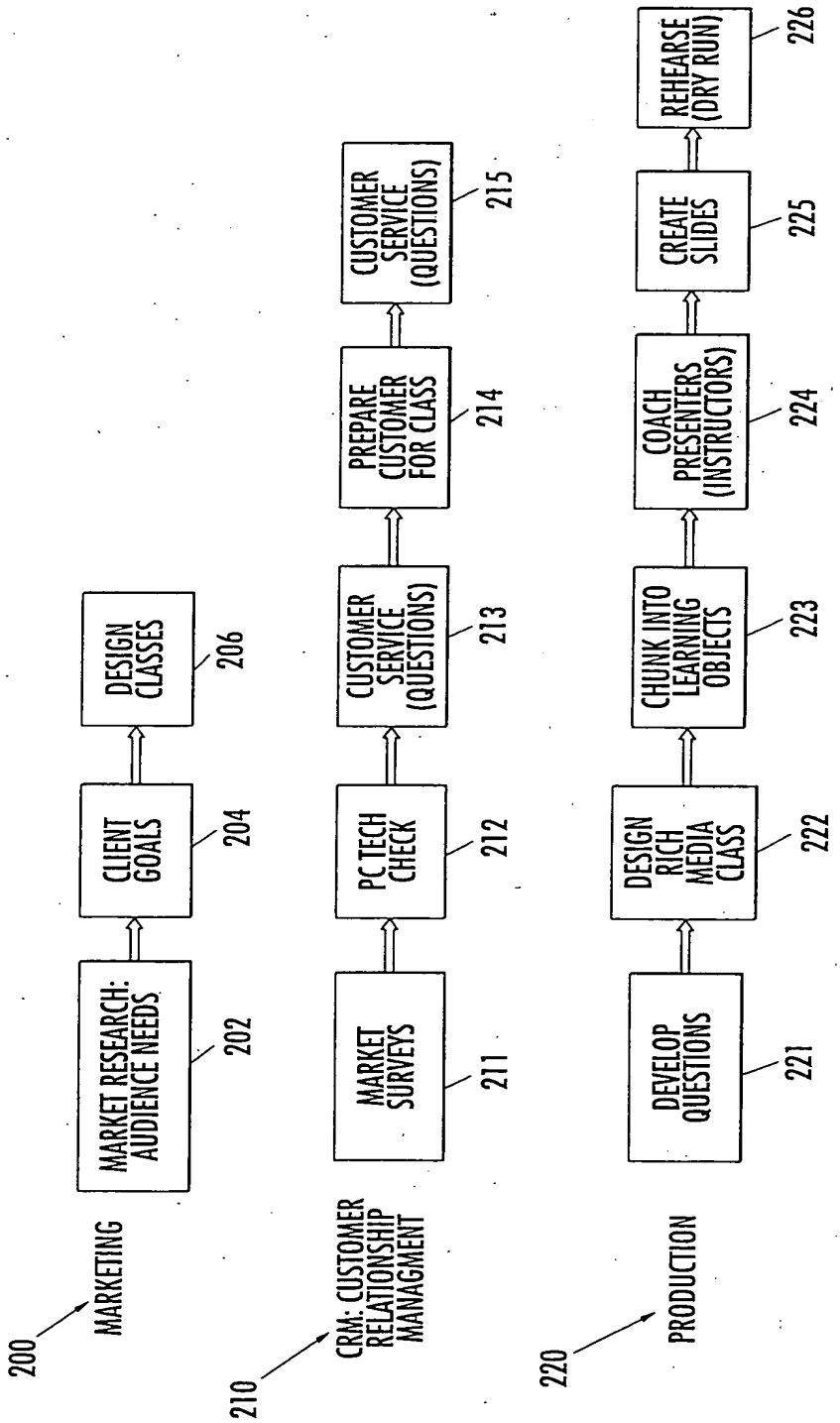
200
MARKETING
MARKET RESEARCH: AUDIENCE NEEDS
202
CLIENT GOALS
204
DESIGN CLASSES
206
210
CRM: CUSTOMER RELATIONSHIP MANAGMENT
MARKET SURVEYS
211
PC TECH CHECK
212
CUSTOMER SERVICE (QUESTIONS)
213
PREPARE CUSTOMER FOR CLASS
214
CUSTOMER SERVICE (QUESTIONS)
215
220
PRODUCTION
DEVELOP QUESTIONS
221
DESIGN RICH MEDIA CLASS
222
CHUNK INTO LEARNING OBJECTS
223
COACH PRESENTERS (INSTRUCTORS)
224
CREATE SLIDES
225
REHEARSE (DRY RUN)
226

FIG. 6.

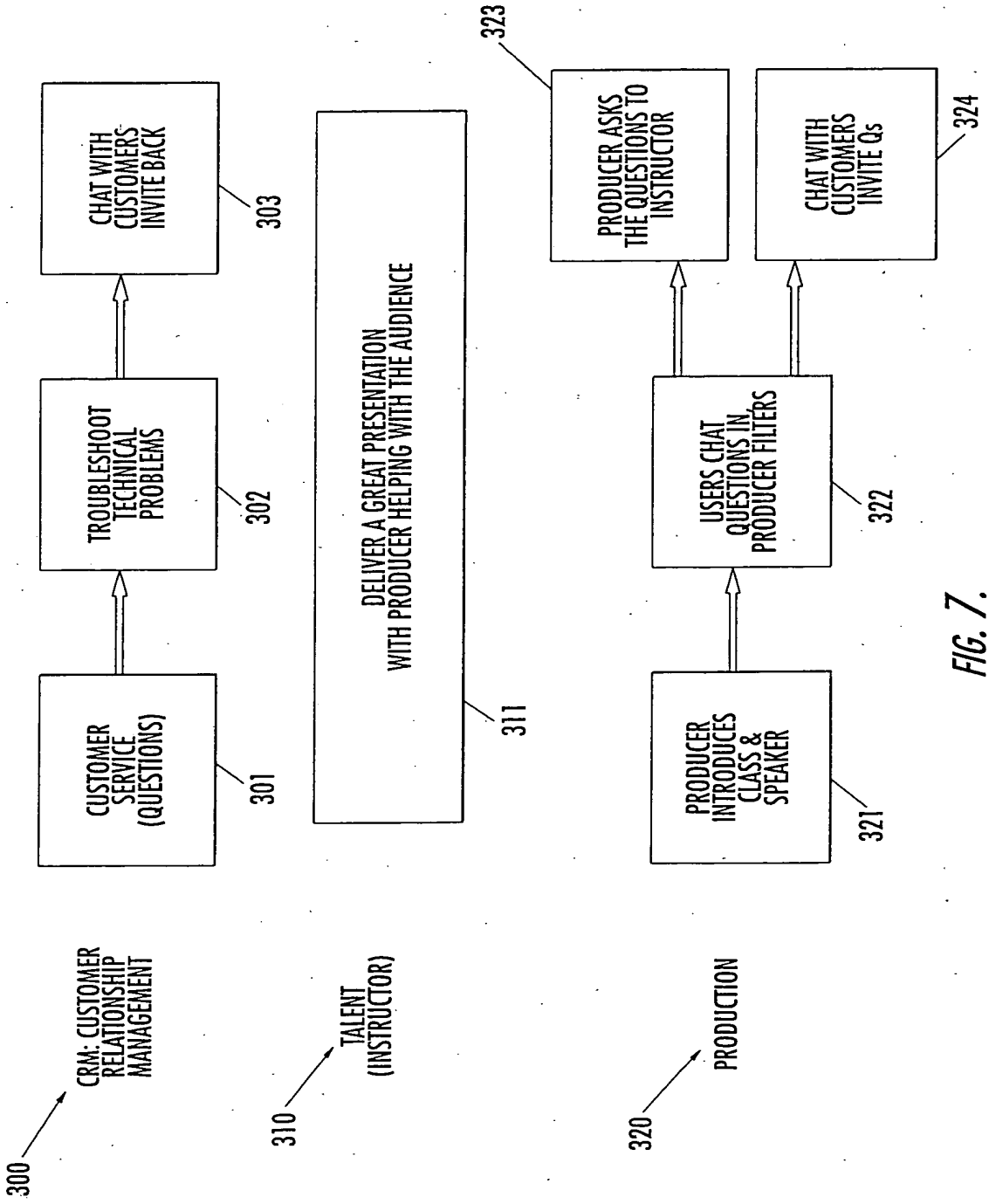
CUSTOMER SERVICE (QUESTIONS)
301
TROUBLESHOOT TECHNICAL PROBLEMS
302
CHAT WITH CUSTOMERS INVITE BACK
303
CRM: CUSTOMER RELATIONSHIP MANAGEMENT
300
DELIVER A GREAT PRESENTATION WITH PRODUCER HELPING WITH THE AUDIENCE
311
TALENT (INSTRUCTOR)
310
PRODUCER INTRODUCES CLASS & SPEAKER
321
USERS CHAT QUESTIONS IN PRODUCER FILTERS
322
PRODUCER ASKS THE QUESTIONS TO INSTRUCTOR
323
CHAT WITH CUSTOMERS INVITE Qs
324
PRODUCTION
320

FIG. 7.

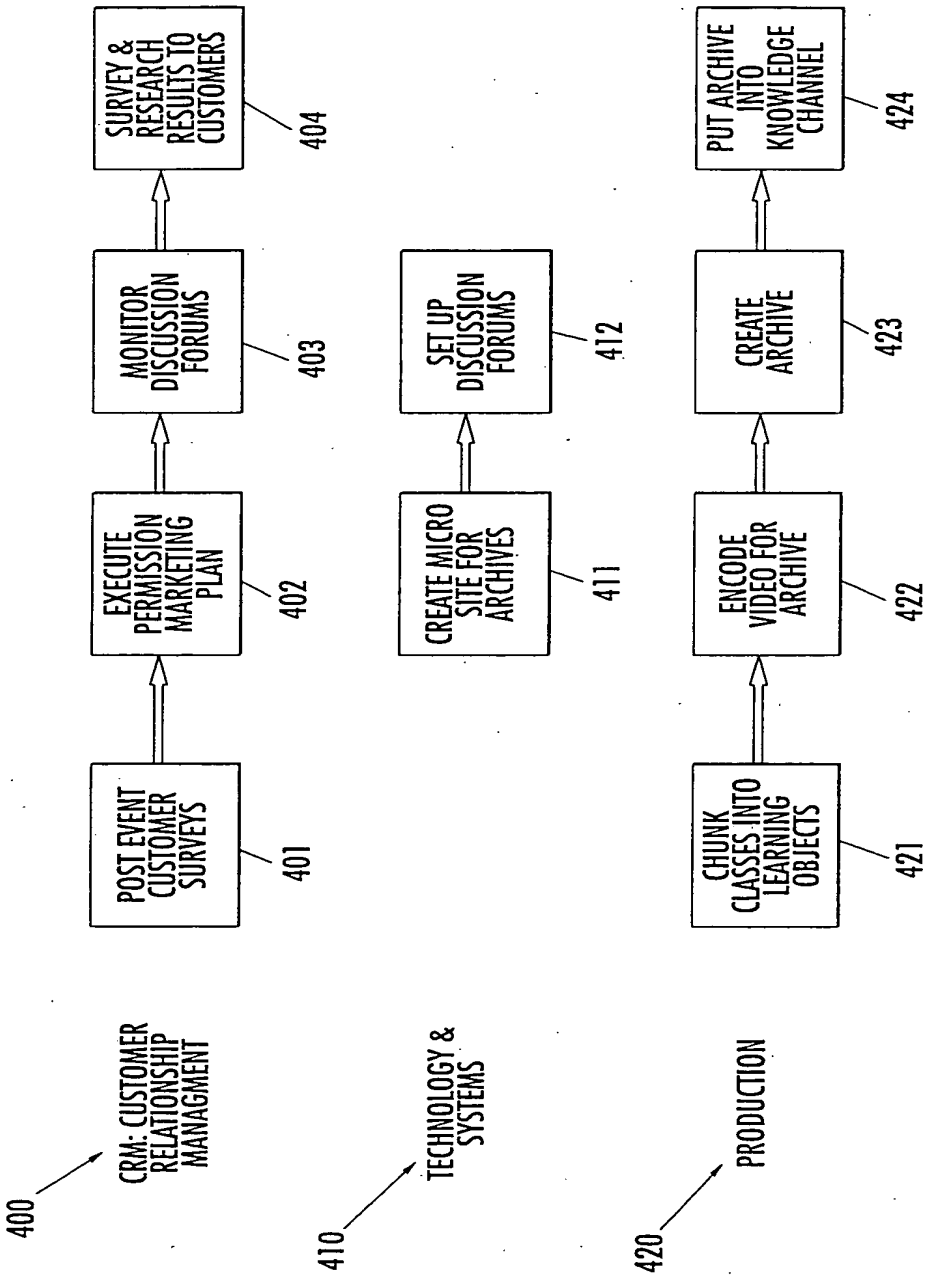
400
CRM: CUSTOMER RELATIONSHIP MANAGMENT
POST EVENT CUSTOMER SURVEYS
401
EXECUTE PERMISSION MARKETING PLAN
402
MONITOR DISCUSSION FORUMS
403
SURVEY & RESEARCH RESULTS TO CUSTOMERS
404
410
TECHNOLOGY & SYSTEMS
CREATE MICRO SITE FOR ARCHIVES
411
SET UP DISCUSSION FORUMS
412
420
PRODUCTION
CHUNK CLASSES INTO LEARNING OBJECTS
421
ENCODE VIDEO FOR ARCHIVE
422
CREATE ARCHIVE
423
PUT ARCHIVE INTO KNOWLEDGE CHANNEL
424

FIG. 8.

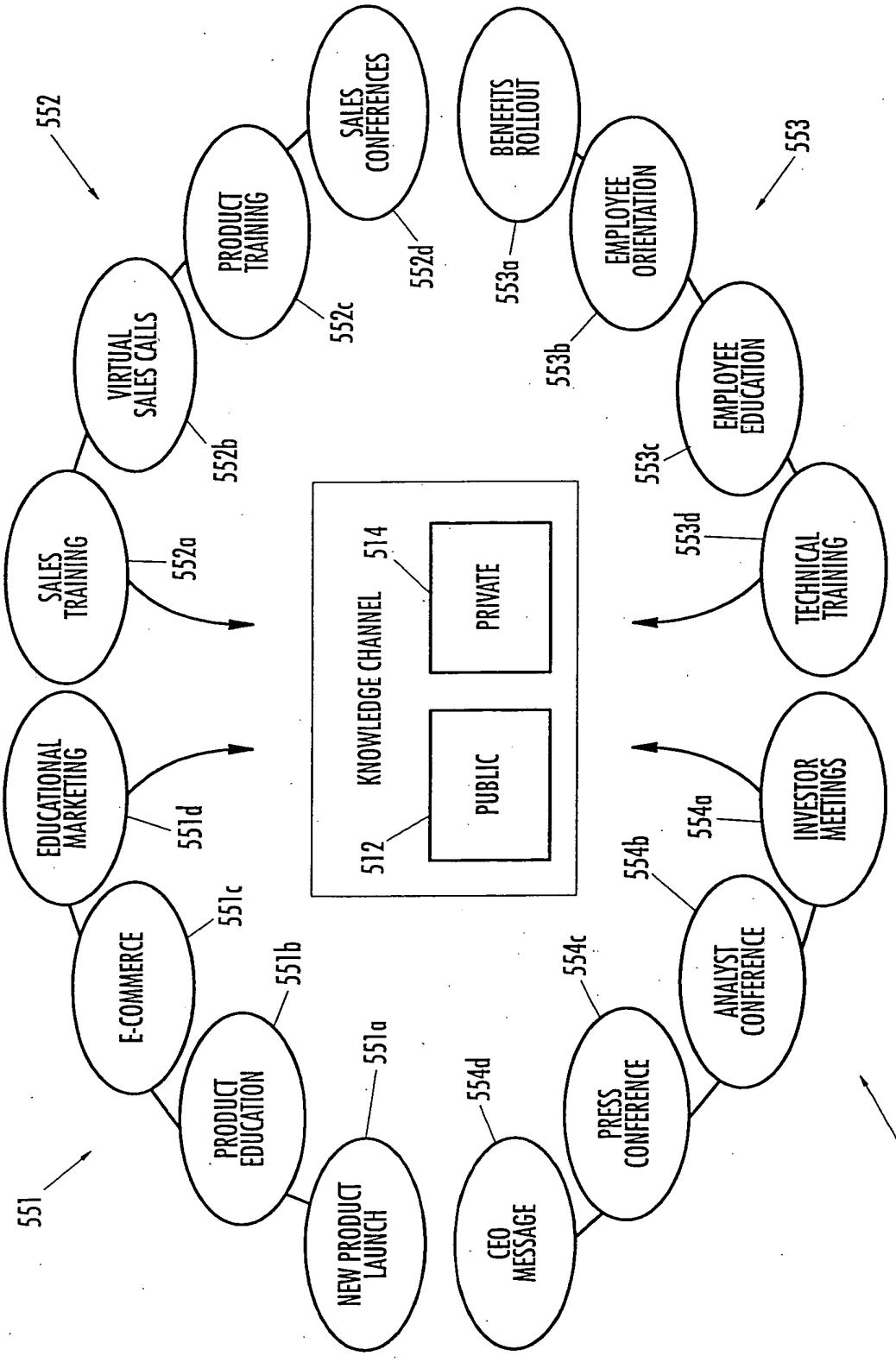
552
SALES CONFERENCES
552d
PRODUCT TRAINING
552c
VIRTUAL SALES CALLS
552b
SALES TRAINING
552a
553
BENEFITS ROLLOUT
553a
EMPLOYEE ORIENTATION
553b
EMPLOYEE EDUCATION
553c
TECHNICAL TRAINING
553d
KNOWLEDGE CHANNEL
514
PRIVATE
512
PUBLIC
551
EDUCATIONAL MARKETING
551d
E-COMMERCE
551c
PRODUCT EDUCATION
551b
NEW PRODUCT LAUNCH
551a
554
INVESTOR MEETINGS
554a
ANALYST CONFERENCE
554b
PRESS CONFERENCE
554c
CEO MESSAGE
554d

FIG. 9.

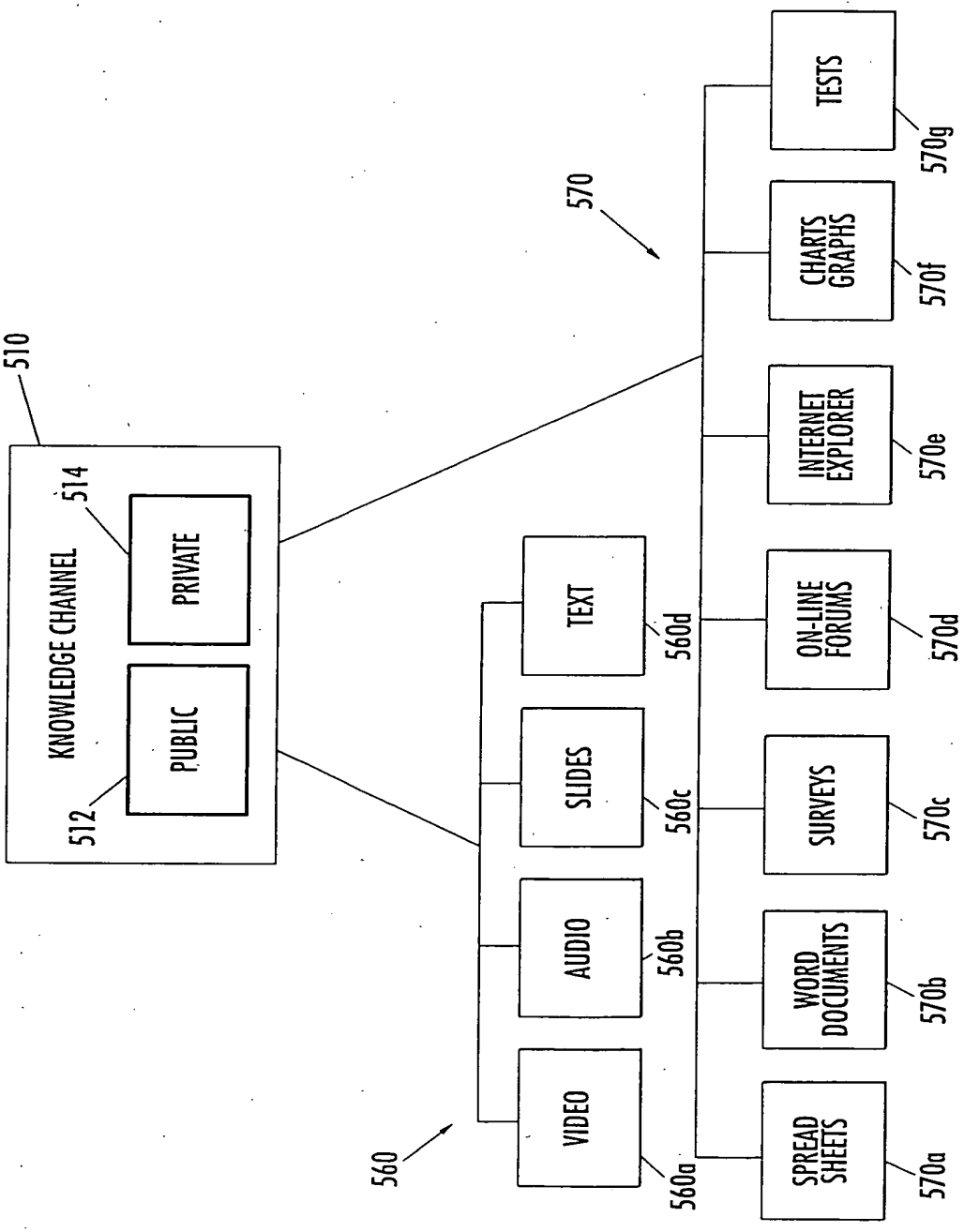
510
KNOWLEDGE CHANNEL
514
PRIVATE
512
PUBLIC
560
VIDEO
560a
AUDIO
560b
SLIDES
560c
TEXT
560d
570
SPREAD SHEETS
570a
WORD DOCUMENTS
570b
SURVEYS
570c
ON-LINE FORUMS
570d
INTERNET EXPLORER
570e
CHARTS GRAPHS
570f
TESTS
570g

FIG. 10.

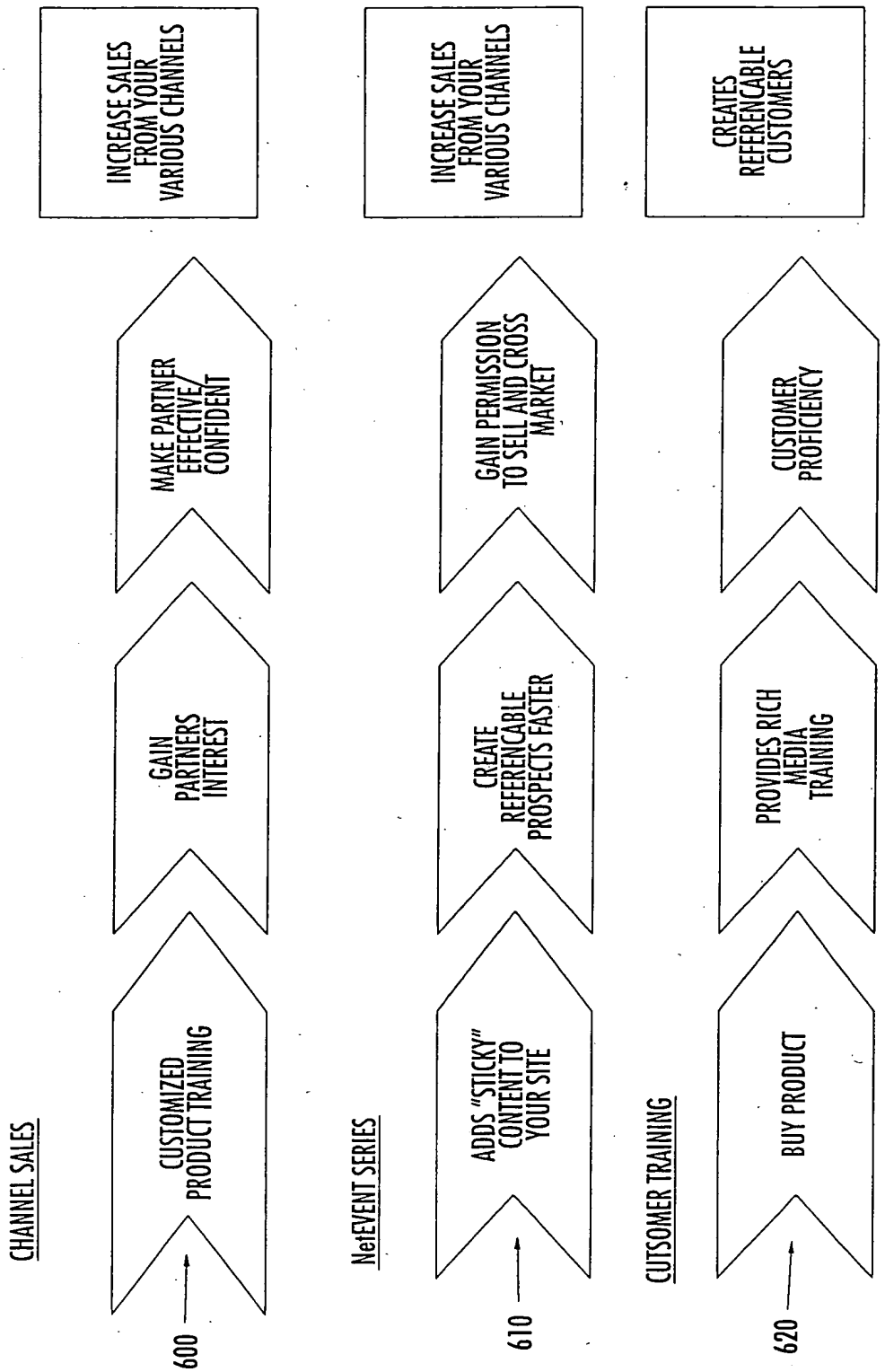
CHANNEL SALES
CUSTOMIZED PRODUCT TRAINING
GAIN PARTNERS INTEREST
MAKE PARTNER EFFECTIVE/ CONFIDENT
INCREASE SALES FROM YOUR VARIOUS CHANNELS
600
NetEVENT SERIES
ADDS "STICKY" CONTENT TO YOUR SITE
CREATE REFERENCABLE PROSPECTS FASTER
GAIN PERMISSION TO SELL AND CROSS MARKET
INCREASE SALES FROM YOUR VARIOUS CHANNELS
610
CUTSOMER TRAINING
BUY PRODUCT
PROVIDES RICH MEDIA TRAINING
CUSTOMER PROFICIENCY
CREATES REFERENCABLE CUSTOMERS
620

FIG. 11.

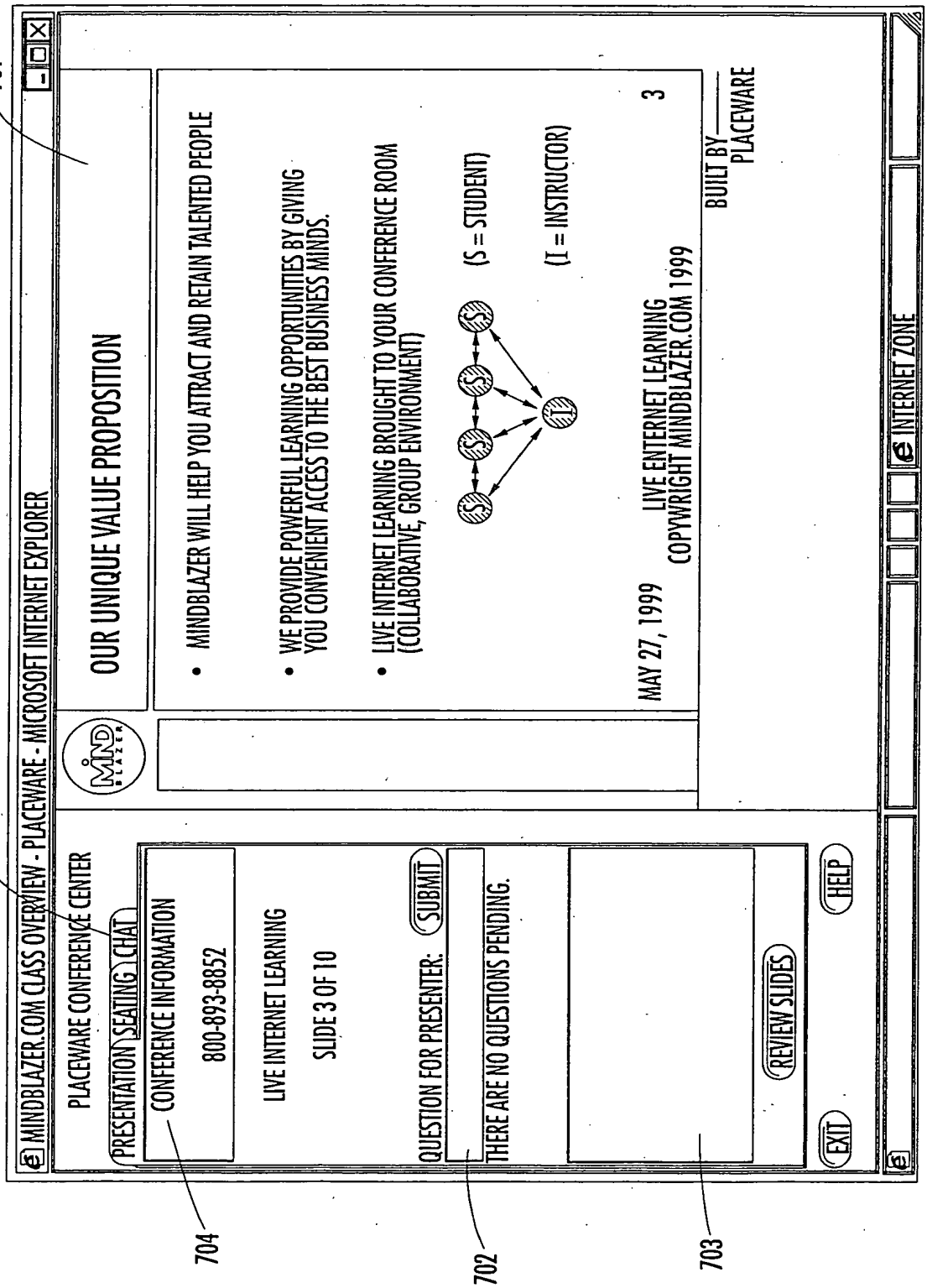
701
705
MINDBLAZER.COM CLASS OVERVIEW - PLACEWARE - MICROSOFT INTERNET EXPLORER
PLACEWARE CONFERENCE CENTER
PRESENTATION SEATING CHAT
CONFERENCE INFORMATION
800-893-8852
LIVE INTERNET LEARNING
SLIDE 3 OF 10
QUESTION FOR PRESENTER:
SUBMIT
THERE ARE NO QUESTIONS PENDING.
REVIEW SLIDES
EXIT
HELP
OUR UNIQUE VALUE PROPOSITION
• MINDBLAZER WILL HELP YOU ATTRACT AND RETAIN TALENTED PEOPLE
• WE PROVIDE POWERFUL LEARNING OPPORTUNITIES BY GIVING YOU CONVENIENT ACCESS TO THE BEST BUSINESS MINDS.
• LIVE INTERNET LEARNING BROUGHT TO YOUR CONFERENCE ROOM (COLLABORATIVE, GROUP ENVIRONMENT)
(S = STUDENT)
(I = INSTRUCTOR)
MAY 27, 1999
3
LIVE ENTERNET LEARNING
COPYWRIGHT MINDBLAZER.COM 1999
BUILT BY PLACEWARE
INTERNET ZONE
704
702
703

FIG. 12.

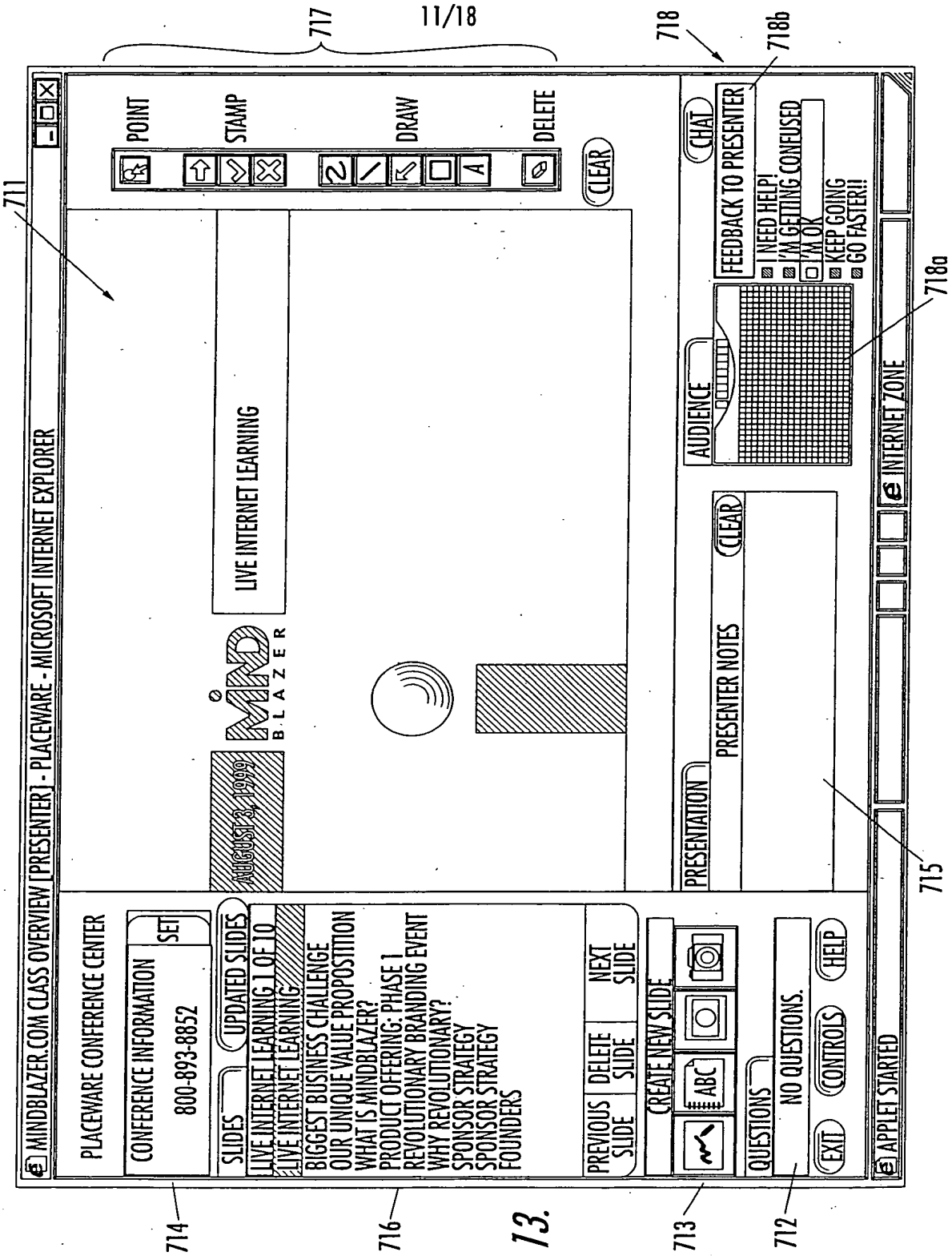
717
718
718b
711
POINT
STAMP
DRAW
DELETE
CLEAR
CHAT
FEEDBACK TO PRESENTER
I NEED HELP!
I'M GETTING CONFUSED
I'M OK
KEEP GOING
GO FASTER!!
MINDBLAZER.COM CLASS OVERVIEW [PRESENTER] - PLACEWARE - MICROSOFT INTERNET EXPLORER
LIVE INTERNET LEARNING
AUGUST 3, 1999
MIND BLAZER
AUDIENCE
718a
PLACEWARE CONFERENCE CENTER
CONFERENCE INFORMATION
800-893-8852
SET
SLIDES
UPDATED SLIDES
LIVE INTERNET LEARNING 1 OF 10
LIVE INTERNET LEARNING
BIGGEST BUSINESS CHALLENGE
OUR UNIQUE VALUE PROPOSITION
WHAT IS MINDBLAZER?
PRODUCT OFFERING: PHASE 1
REVOLUTIONARY BRANDING EVENT
WHY REVOLUTIONARY?
SPONSOR STRATEGY
SPONSOR STRATEGY
FOUNDERS
PRESENTATION
PRESENTER NOTES
CLEAR
715
INTERNET ZONE
PREVIOUS SLIDE
DELETE SLIDE
NEXT SLIDE
CREATE NEW SLIDE
ABC
QUESTIONS
NO QUESTIONS.
EXIT
CONTROLS
HELP
APPLET STARTED
714
716
713
712

FIG. 13.

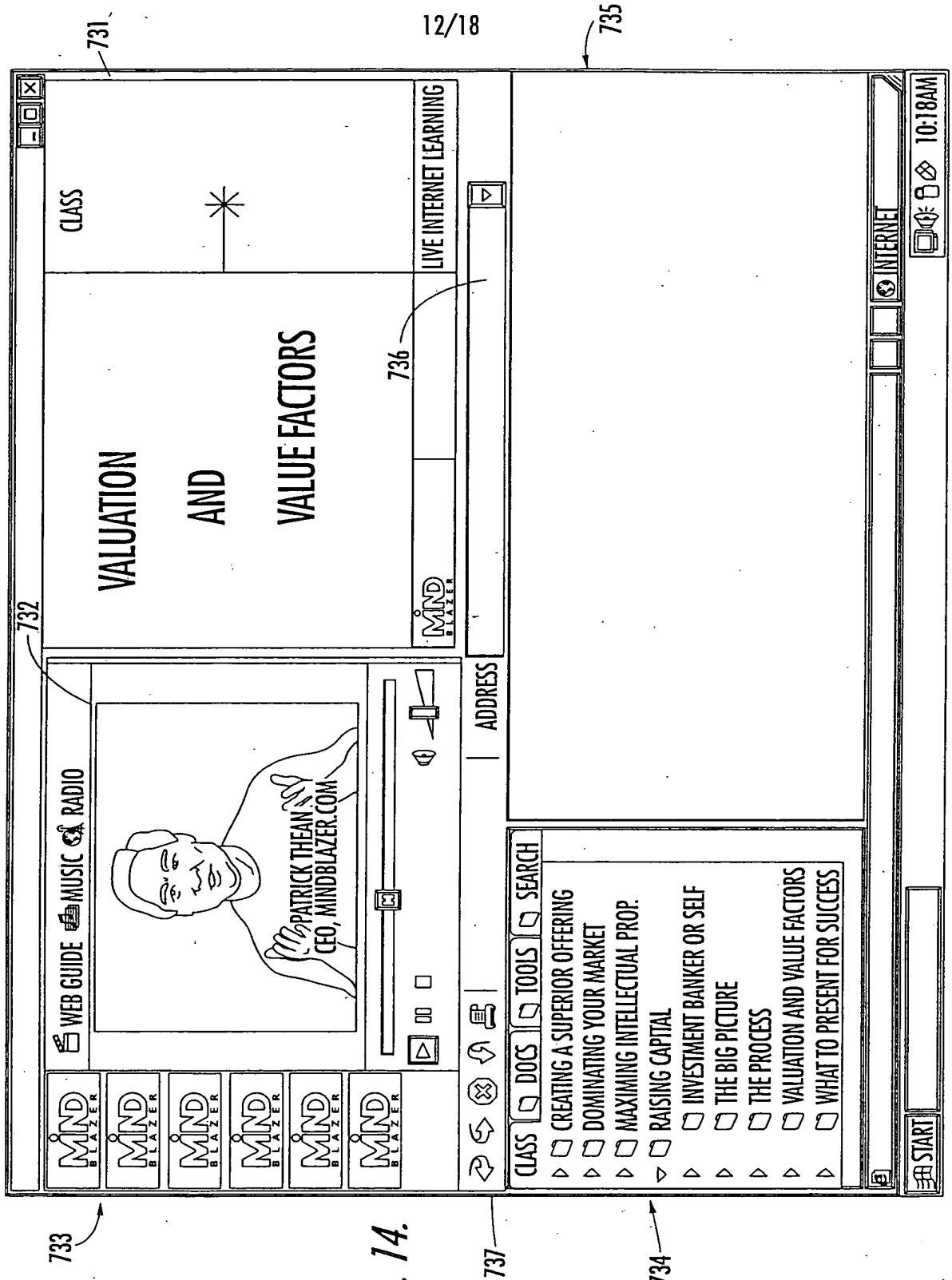
731
735
CLASS
LIVE INTERNET LEARNING
VALUATION
AND
VALUE FACTORS
736
MIND BLAZER
732
WEB GUIDE
MUSIC
RADIO
PATRICK THEAN
CEO, MINDBLAZER.COM
ADDRESS
INTERNET
10:18AM
START
CLASS
DOCS
TOOLS
SEARCH
CREATING A SUPERIOR OFFERING
DOMINATING YOUR MARKET
MAXIMING INTELLECTUAL PROP.
RAISING CAPITAL
INVESTMENT BANKER OR SELF
THE BIG PICTURE
THE PROCESS
VALUATION AND VALUE FACTORS
WHAT TO PRESENT FOR SUCCESS
733
737
734

FIG. 14.

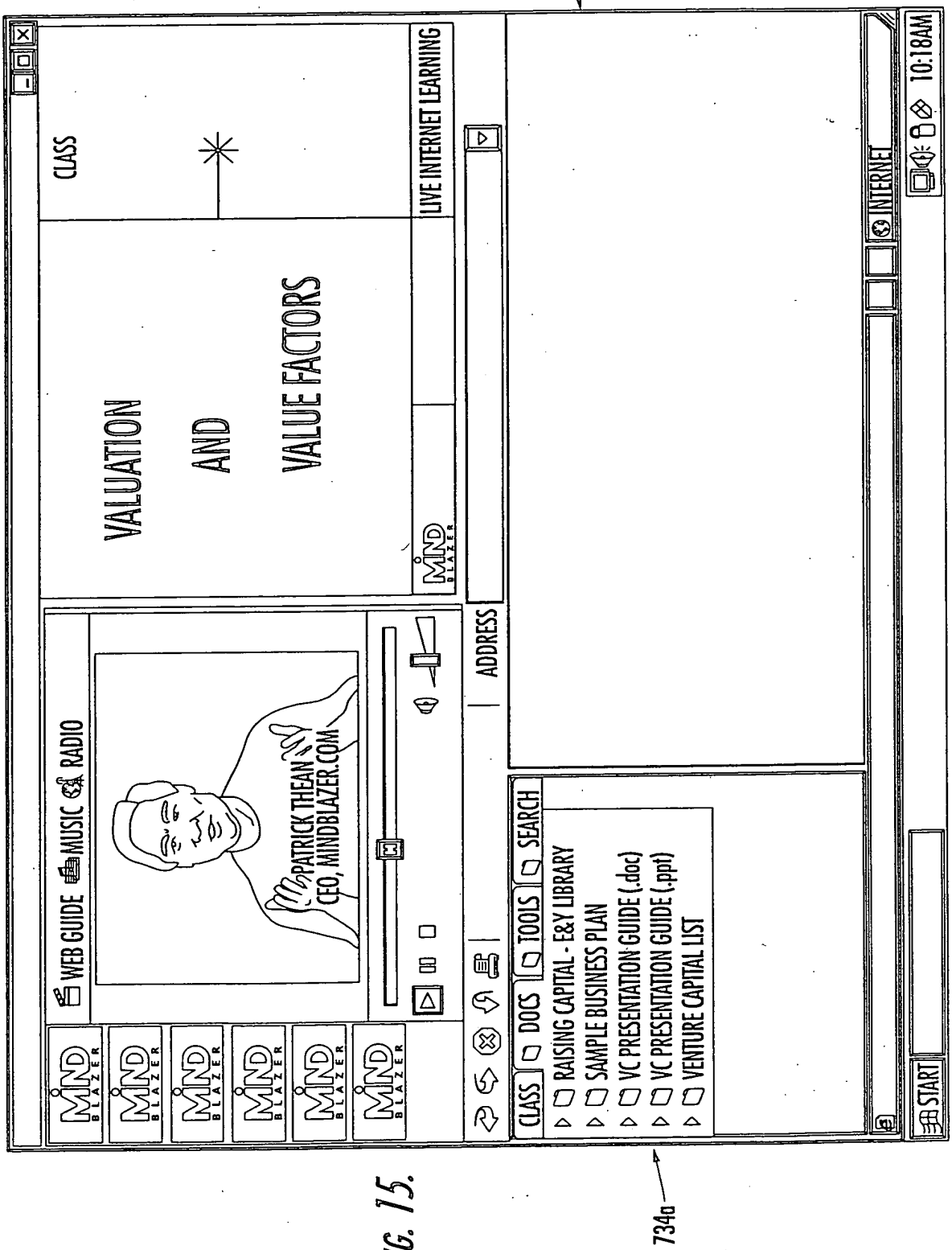
735
CLASS
VALUATION
AND
VALUE FACTORS
LIVE INTERNET LEARNING
MIND BLAZER
WEB GUIDE
MUSIC
RADIO
PATRICK THEAN
CEO, MINDBLAZER.COM
ADDRESS
CLASS
DOCS
TOOLS
SEARCH
RAISING CAPITAL - E&Y LIBRARY
SAMPLE BUSINESS PLAN
VC PRESENTATION GUIDE (.doc)
VC PRESENTATION GUIDE (.ppt)
VENTURE CAPITAL LIST
INTERNET
START
10:18AM
734a

FIG. 15.

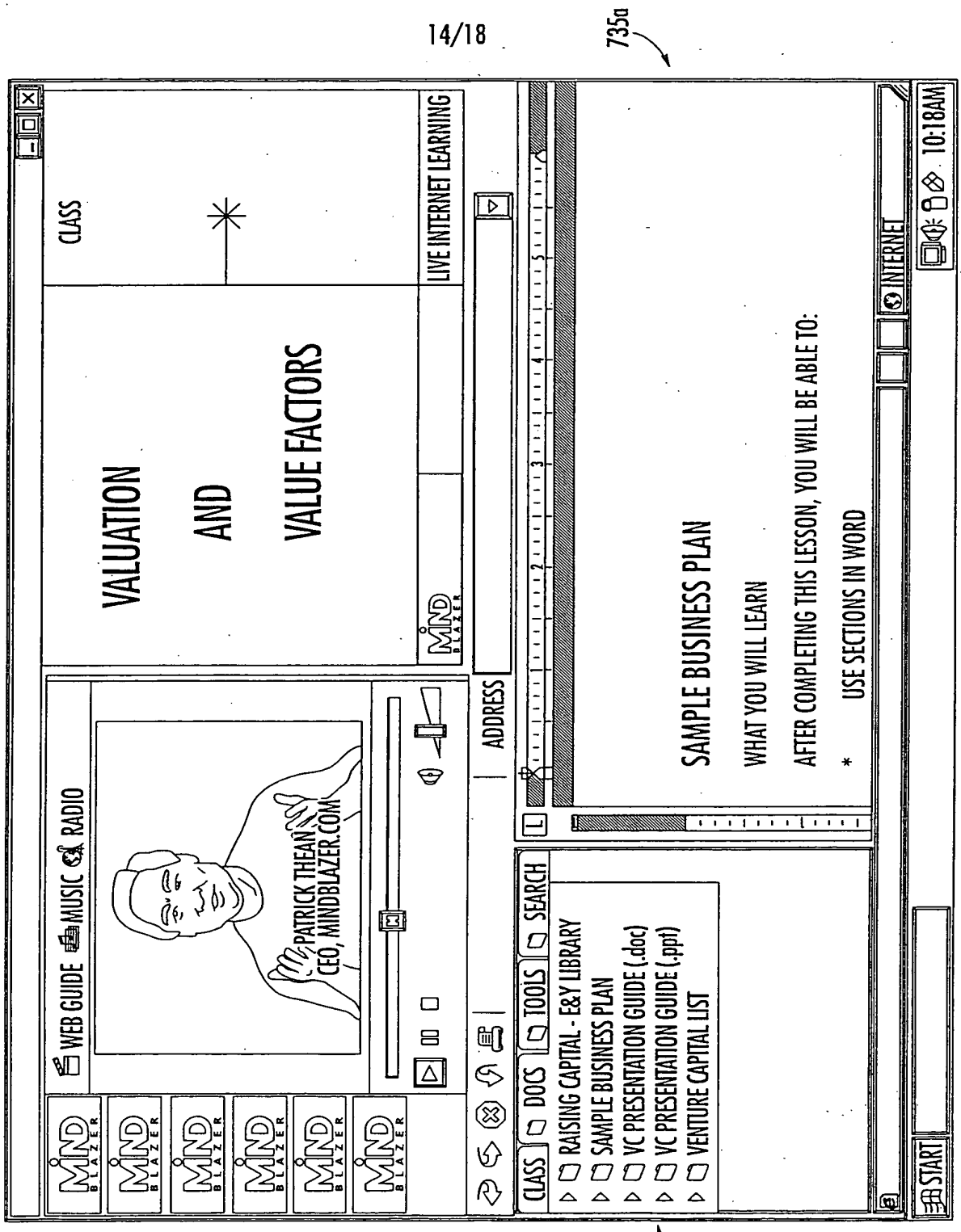
735a
734a
CLASS
VALUATION
AND
VALUE FACTORS
LIVE INTERNET LEARNING
WEB GUIDE
MUSIC
RADIO
PATRICK THEAN
CEO, MINDBLAZER.COM
ADDRESS
CLASS
DOCS
TOOLS
SEARCH
RAISING CAPITAL - E&Y LIBRARY
SAMPLE BUSINESS PLAN
VC PRESENTATION GUIDE (.doc)
VC PRESENTATION GUIDE (.ppt)
VENTURE CAPITAL LIST
SAMPLE BUSINESS PLAN
WHAT YOU WILL LEARN
AFTER COMPLETING THIS LESSON, YOU WILL BE ABLE TO:
* USE SECTIONS IN WORD
INTERNET
START
10:18AM

FIG. 16.

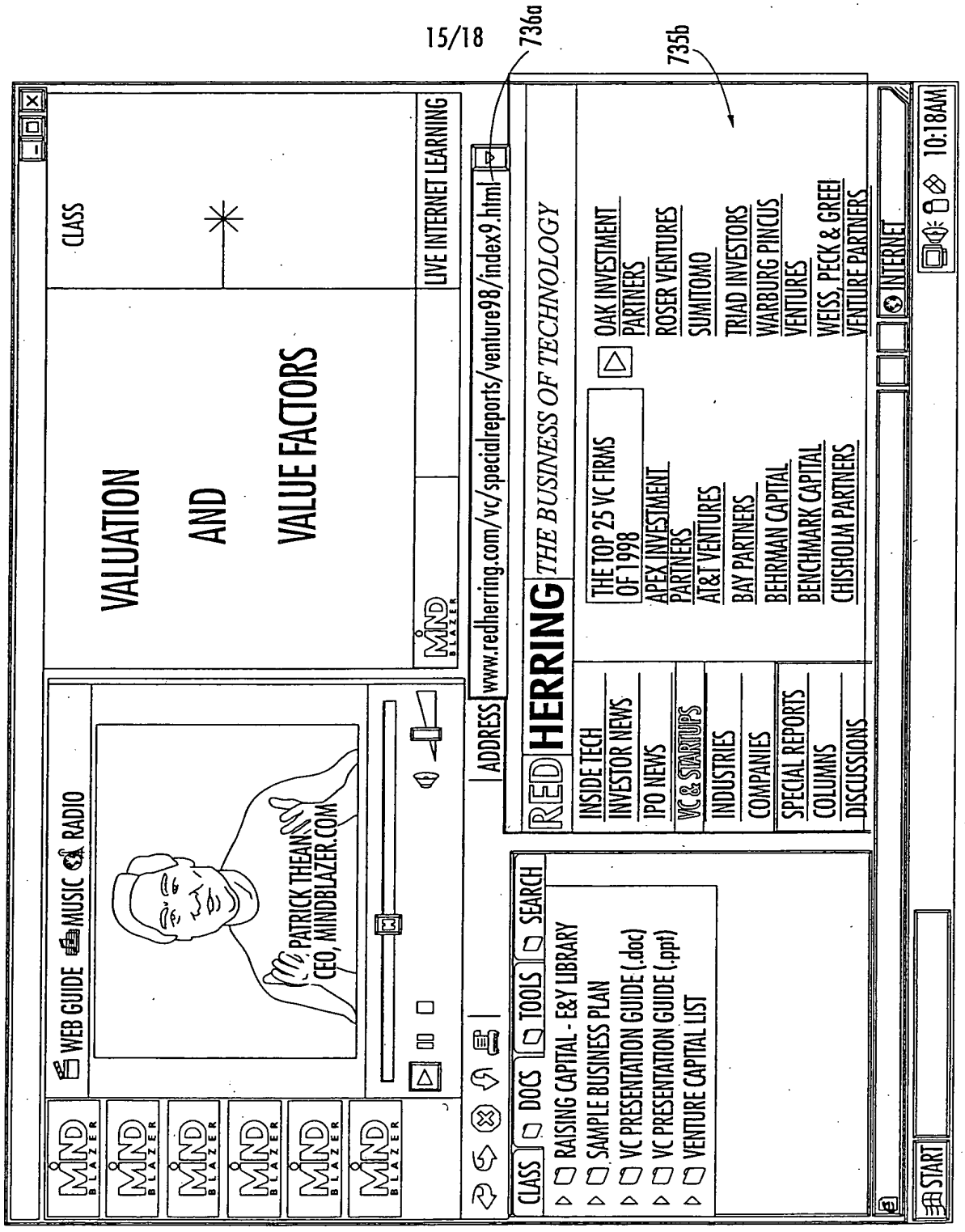
736a
735b
CLASS
VALUATION
AND
VALUE FACTORS
LIVE INTERNET LEARNING
MIND BLAZER
ADDRESS www.redherring.com/vc/specialreports/venture98/index9.html
WEB GUIDE MUSIC RADIO
PATRICK THEAN
CEO, MINDBLAZER.COM
RED HERRING THE BUSINESS OF TECHNOLOGY
INSIDE TECH
INVESTOR NEWS
IPO NEWS
VC & STARTUPS
INDUSTRIES
COMPANIES
SPECIAL REPORTS
COLUMNS
DISCUSSIONS
THE TOP 25 VC FIRMS OF 1998
APEX INVESTMENT PARTNERS
AT&T VENTURES
BAY PARTNERS
BEHRMAN CAPITAL
BENCHMARK CAPITAL
CHISHOLM PARTNERS
OAK INVESTMENT PARTNERS
ROSER VENTURES
SUMITOMO
TRIAD INVESTORS
WARBURG PINCUS VENTURES
WEISS, PECK & GREER VENTURE PARTNERS
CLASS DOCS TOOLS SEARCH
RAISING CAPITAL - E&Y LIBRARY
SAMPLE BUSINESS PLAN
VC PRESENTATION GUIDE (.doc)
VC PRESENTATION GUIDE (.ppt)
VENTURE CAPITAL LIST
INTERNET
START
10:18AM

FIG. 17.

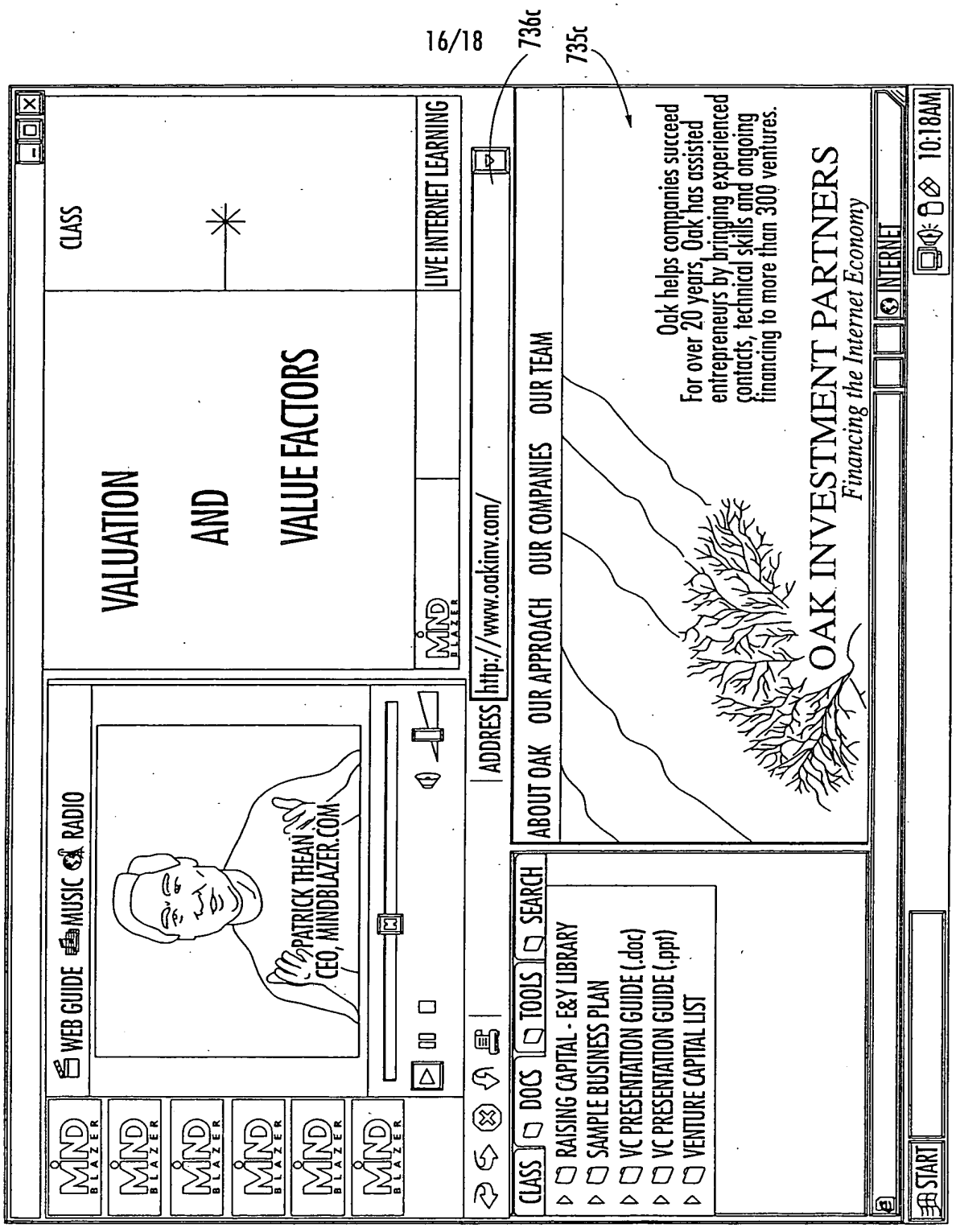
736c
735c
CLASS
VALUATION
AND
VALUE FACTORS
LIVE INTERNET LEARNING
WEB GUIDE
MUSIC
RADIO
PATRICK THEAN
CEO, MINDBLAZER.COM
ADDRESS
http://www.oakinv.com/
ABOUT OAK
OUR APPROACH
OUR COMPANIES
OUR TEAM
Oak helps companies succeed
For over 20 years, Oak has assisted
entrepreneurs by bringing experienced
contacts, technical skills and ongoing
financing to more than 300 ventures.
OAK INVESTMENT PARTNERS
Financing the Internet Economy
CLASS
DOCS
TOOLS
SEARCH
RAISING CAPITAL - E&Y LIBRARY
SAMPLE BUSINESS PLAN
VC PRESENTATION GUIDE (.doc)
VC PRESENTATION GUIDE (.ppt)
VENTURE CAPITAL LIST
START
INTERNET
10:18AM

FIG. 18.

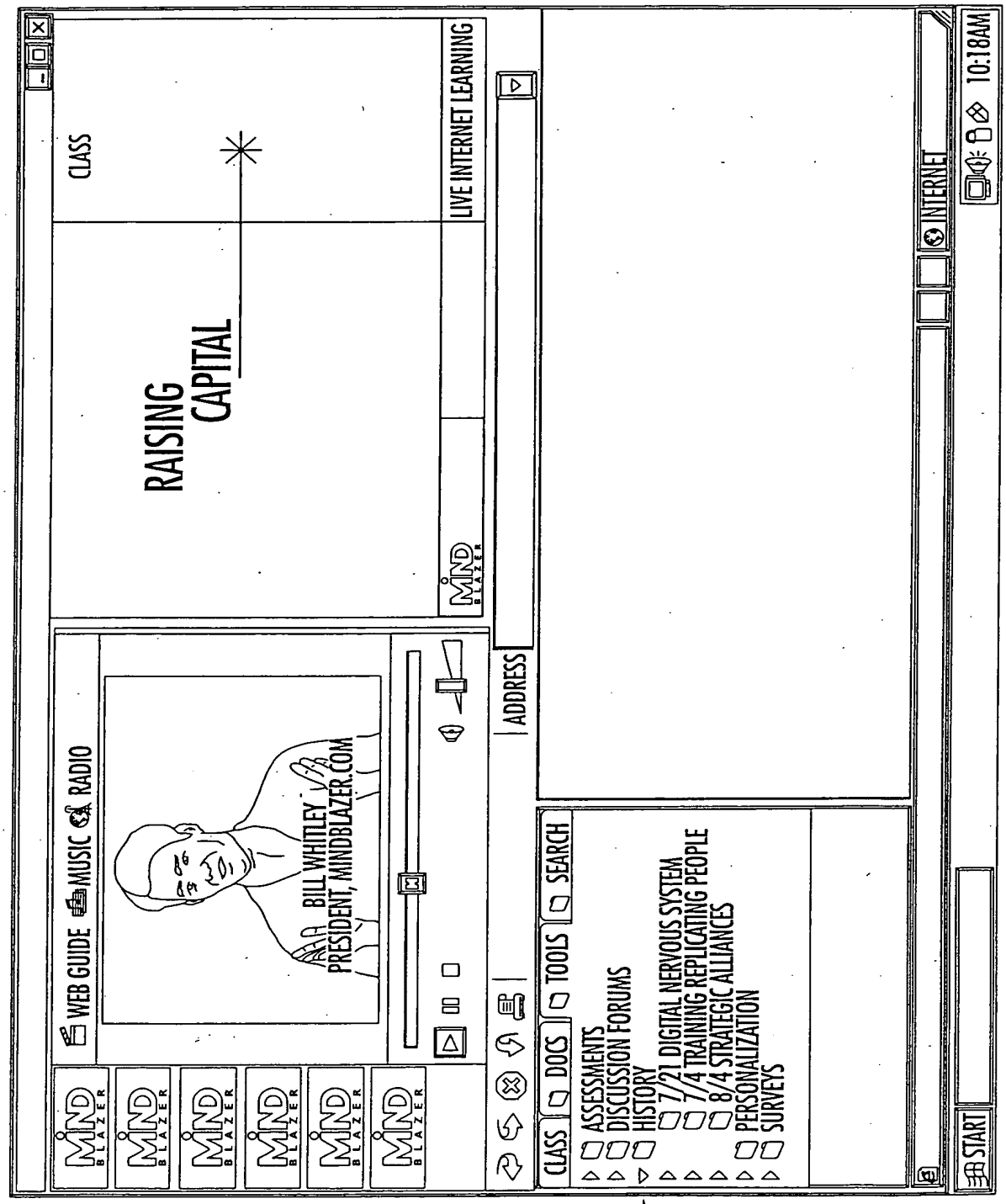
CLASS
RAISING CAPITAL
LIVE INTERNET LEARNING
WEB GUIDE
MUSIC
RADIO
BILL WHITLEY
PRESIDENT, MINDBLAZER.COM
ADDRESS
CLASS
DOCS
TOOLS
SEARCH
ASSESSMENTS
DISCUSSION FORUMS
HISTORY
7/21 DIGITAL NERVOUS SYSTEM
7/4 TRAINING REPLICATING PEOPLE
8/4 STRATEGIC ALLIANCES
PERSONALIZATION
SURVEYS
INTERNET
START
10:18AM
734b

FIG. 19.

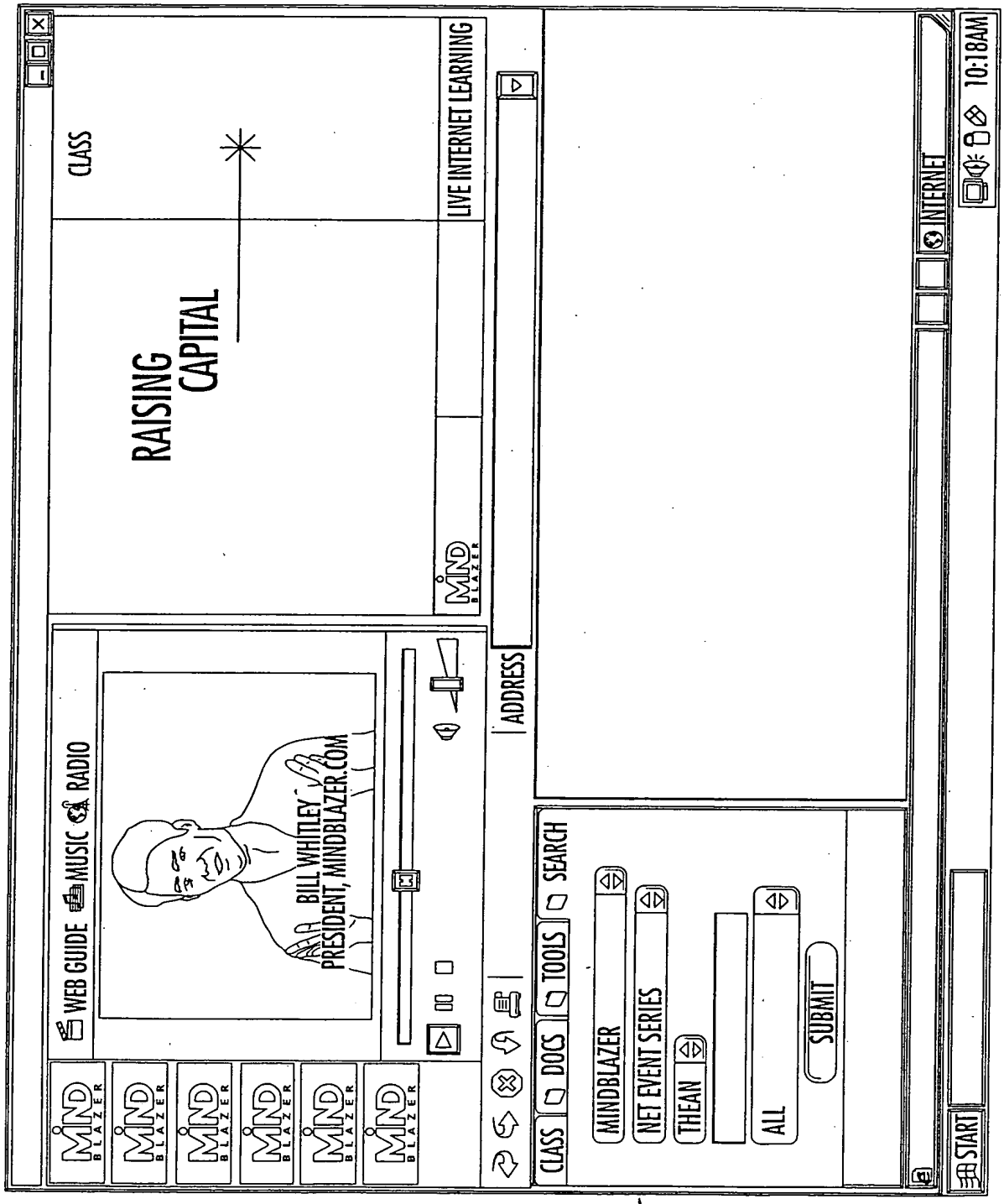
CLASS
RAISING CAPITAL
LIVE INTERNET LEARNING
MIND BLAZER
ADDRESS
WEB GUIDE
MUSIC
RADIO
BILL WHITLEY
PRESIDENT, MINDBLAZER.COM
CLASS
DOCS
TOOLS
SEARCH
MINDBLAZER
NET EVENT SERIES
THEAN
ALL
SUBMIT
INTERNET
10:18AM
START
734c

FIG. 20.